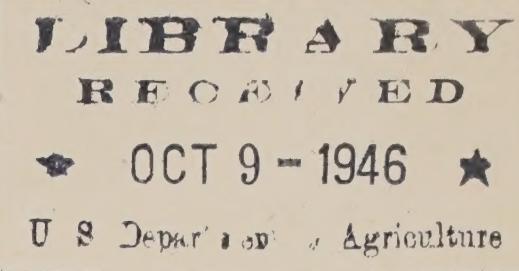


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# *Carnations*

Rooted Cuttings

*Fine New England Stock*

**Clean, Vigorous, Well-Rooted**

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*Season 1947*

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**Sim Carnation Co., Inc.**

**Sauquoit, Mass.**

REGARDLESS of how modern and well-kept your greenhouses may be; regardless of the new benches you may have; in spite of the skilled workers you may employ, and the efficient organization you may have; irrespective of your own progressiveness, your knowledge of business management, your understanding of markets and marketing . . . all of these things are vain and futile unless you have quality plants of the right varieties which will produce the crops to provide revenue which will yield a profit on your labor and investment. Your plants are basic.

So often we see greenhouse operators invest thousands of dollars painting their greenhouses, and considering it a good investment; spending large sums to install improved heating systems; expending hundreds of dollars building concrete benches; not hesitating to purchase expensive fertilizers or sprays . . . yet buying their carnation plants, the fundamental things which make all of the others possible, wherever they can be picked up the cheapest, with little regard for quality or varieties.

This sounds ridiculous as you stop to consider it, does it not? Yet this is an all-too-common practice. As a carnation grower, you just can't afford to buy any plants except the very best that are available. To do otherwise is absurd, and is inviting disaster.

It is logical to assume that a specialist in carnation cuttings, a grower who devotes nearly 100,000 plants to the production of cuttings, who roots over a million and a half cuttings a season, and who ships cuttings to growers all over the world, would be the best possible source of supply. His experience means dividends on your investment. His pride in the quality of his product and his service means greater satisfaction to you and greater returns from your plants. His acquaintance with present day varieties and the experiences of thousands of growers all over the country enables him to assist you in selecting the best varieties and in meeting your growing problems.

More than with anything else pertaining to your business, it is vital that you invest your money wisely when buying your plants.

## White Varieties

**NORTHLAND.** Large, full-centered pure white. Makes a large, bushy and vigorous plant. Stems are strong and of good length. Flowers are fragrant, and are excellent keepers. Production is better than average. Maintains its size and quality better in the spring than any other white. Can be grown two years successfully. We consider it the best white variety today.

**ARUNDEL.** The flowers of this fine seedling are pure white, medium large, and resemble the blooms of Olivette in form. The plants are large and bushy, stems are long and strong, and production is good. The flowers are fragrant and are good keepers. Our supply is limited.

**OLIVETTE.** A tremendously popular variety. The flowers are full-centered, symmetrical and fragrant. They are exceptionally good keepers. The variety produces steadily and heavily throughout the season. It does best when inside culture is followed and plants are benched early. It is not well adapted for two year growth.

**PURITAN.** A prolific and profitable variety. It is a heavy producer of good-sized flowers carried on long stems. The blooms have a spicy fragrance and are excellent keepers.

## Light Pink Varieties

**HERCULES VIRGINIA.** This sport of Virginia is probably the finest light pink available at the present time. The flowers are half again as large as those of Virginia, are much fuller, and have a livelier color. Some splitting occurs, but this is not serious. The first flowers appear very much like those of Virginia, but they rapidly increase in size. The growing habits are the same as those of Virginia. Our supply is limited.

**VIRGINIA SUPREME.** We regret that we are sold out of this sport of Virginia.

**VIRGINIA.** Propably the most widely-grown light pink variety today. The flowers are medium large, have fringed petals, are borne on stiff, straight stems of medium length, and are famed for their keeping qualities. There is no splitting. Production is good and is uniform throughout the season. All of the Virginia varieties flower early on shorter stems than most varieties. The first flowers are likely to be open-centered. However, the stems lengthen and the quality improves rapidly so that by November, and for the balance of the season, a splendid crop of fine quality flowers will be cut. All of the Virginia varieties may easily be grown for two years successfully. Their one serious fault is their susceptibility to fungus diseases, but careful culture and indoor growing will do much to eliminate this danger. The several Virginia varieties constitute a large proportion of all commercial plantings today.

## Medium Pink Varieties

**VIRGINIA ROSE.** A rose pink sport of Virginia, lighter in color than Ward or Rosalie, but brighter than Peter Fisher or Virginia. This is a very popular variety, for the delicate rose pink blends beautifully with other colors in all types of floral arrangements. Except for color, it is the same as Virginia.

**PETER FISHER.** A prolific and widely-grown rose pink. It is one of the easiest varieties to grow, being fairly immune to most of the troublesome fungus diseases. Plants are tall and bushy, stems are strong, the calyx seldom splits, and production is high. The flowers are of medium size and have deeply fringed petals. One of the peculiarities of the variety is that the color deepens and is the loveliest during the warm, bright spring weather when most other varieties are fading and becoming smaller. All of the Fisher varieties are at top quality during the spring holiday season.

## Deep Pink Varieties

**VIRGINIA MILLER.** A dark pink sport of Virginia having the same color as Ward or Rosalie. It is one of the most valuable varieties introduced in recent years. It must not be confused with Virginia Rose, for it is much darker in color. (There have been two other sports of Virginia on the market, each bearing a different name, which are identical to Virginia Miller, but which sported with different growers.) For further description, see "Virginia".

**DARK PINK FISHER.** The most valuable of the Fisher varieties. The color is much darker than that of Peter Fisher, but not quite as deep as that of Virginia Miller or Rosalie. The flowers are slightly larger than those of Peter Fisher, but in other respects the variety has the same qualities and habits as the parent plant.

**JOHN BRIRY.** This fine deep pink seedling attains the highest quality of any variety in its color class. The flowers are very large and full-centered, with fringed petals, firm calyces, and especially long, strong stems. The flowers keep wonderfully, and will invariably bring premium prices on any market. The variety is not a heavy producer, but the high quality flowers will return as much as a variety having higher production. As our supply is not large, we must limit each order to 500 cuttings.

## Light Salmon Varieties

**CHARM.** (This variety is patented by A. Rasmussen & Son, and agreements must be signed.) The color is a lovely shade of pink, a little lighter than that of Laddie but deeper than that of Eleanor or Salmon Spectrum. The petals are lightly fringed. There is no splitting. The stems are strong and very long. Production is good. The flowers almost always bring premium prices. It is easily the best salmon pink we know of.

**SALMON VIRGINIA.** This sport of Virginia must not be confused with several dark salmon sports which have been introduced. The color is between that of Virginia and that of Charm, being lighter than the latter variety. It is frequently substituted for Viringia, and blends nicely with other colors. It will greatly out-produce Charm. Except for color, it is the same as Virginia.

## Scarlet Varieties

**WILLIAM SIM.** (This variety is patented by Patten & Co., and agreements must be signed.) The color of this fine seedling is a vivid scarlet. The flowers are large and full-centered with fringed petals. In form it resembles Tom Knipe, but its color is brighter, although the flowers are not quite as large. It has a good stem, produces well, and keeps splendidly. The plants are large and bushy. As the variety has been booked heavily in advance, the supply will soon be exhausted.

**#16 RED.** A seedling closely resembling William Sim in form and color, but with slightly smaller flowers. Although the plants are thin, producing no grassy growth, and should be planted closer than the average variety, production is well above average. It is an excellent keeper. The stems are good, and splitting rarely occurs. This variety, also, is heavily booked in advance, and will be sold out early.

**VICTORY RED.** A sport of King Cardinal. It is slightly deeper in color than Cardinal, keeps better in the spring and autumn, and does not have the grassy, non-productive growth so often encountered in the parent variety. Otherwise it has the qualities and habits of Cardinal.

## Miscellaneous Varieties

**C. W. WELD.** In our opinion, this is the best of all crimson varieties. The flowers contain more red than those of Woburn, giving them more life, especially under artificial light, and are just about the same color as blooms of Seth Parker. The flowers are large and full and do not turn black around the edges. The stem is not as long as that of Seth Parker, but is of good length. The variety is one of the best producers grown today, and does exceptionally well when grown for two years. The plants are large and bushy. The flowers keep well. Some splitting occurs, although not to a serious extent.

**MILLER'S YELLOW.** The only clear yellow we know of which is of commercial consequence, and probably the best yellow yet introduced. It is clean and vigorous, and develops rapidly into large, bushy plants producing long, sturdy stems and an abundance of high quality flowers. It produces cuttings freely, splitting is slight, and the flowers keep and ship to perfection. The color is a little lighter than that of Maine Sunshine, but there is no variegation.

**GEORGINA.** A white variegated sport of Coronet. The flowers are of medium size, borne on strong stems of medium length. The petals are white with deep pink or red pencil stripes. Production is good, and the flowers keep well. It does not produce exhibition blooms, but is a "bread and butter" variety, the best we know of in its color class.

**PELARGONIUM.** The most popular of the novelty carnations. The color is a white ground overlaid on each petal with maroon or orchid. The bloom is large and of good substance. The stem is long, and the calyx firm. There is no grassy growth, and plants should be spaced closer than with most varieties. The flowers always command premium prices. As our advance orders are very heavy, and cuttings of this variety are not abundant, we must limit orders to 500 cuttings.

**SCARLET KING.** We regret that we are now sold out of this lovely sport of Pelargonium. There is a possibility that some cuttings may be available later in the season.

## Cultural Suggestions

The demand for our booklet on Cultural Suggestions, which was distributed free to growers for the asking, has been so very heavy that the publication is out of print at the moment. We are writing a new booklet, enlarged and altered in the light of broader experience and new methods, and hope to have it available in time to be included with your order. Meanwhile, in this price list, we will attempt to answer briefly some of the questions most frequently put to us, and try to assist you in handling the stock you receive from us as successfully as possible.

All cuttings are treated with FERMATE or ZERLATE before being placed in the propagating bench. These are very effective fungicides, and are employed to reduce the possibility of disease. Fermate is a black, soot-like material, and leaves a black residue on the cuttings. Zerlate is a white powder. Both of these may be used as sprays on growing plants. In addition to the use of these materials, all propagating sand is steam sterilized.

The cuttings you receive are ready to be planted. Do not put them back in the propagating sand. Ordinarily they will not require shading, but if they have been in transit several days during warm weather, and have softened up, or if they are planted during warm, bright weather, some shade placed over them DURING THE HEAT OF THE DAY ONLY will help the plants to become established. As soon as the roots become established and the plants stiffen up, apply no further shade at any time.

Cuttings are packed in such a way that they will tolerate two weeks or more in transit under favorable conditions without injury. If the cuttings are slightly wilted, they may be immersed in water for a short period and then planted. Protect them from strong sun until they are established. If cuttings are slightly frozen, place them in a cool room and thaw them out gradually, or immerse them in a bucket of cold water to take the frost out. NEVER APPLY HEAT TO FROZEN CUTTINGS. Thaw them gradually, plant them in a cool place, and protect them from strong sun until they are established. If cuttings are badly frozen so that plant tissues are damaged, or if the cuttings have heated and show signs of yellowing or rotting, it is best to discard them, and a claim should be filed with the carrier at once.

We realize that in some sections of the country potting is necessary, or is common practice. However, we do not recommend potting where flatting is possible. Plants are more difficult to carry properly in pots, will require more labor and will take up valuable bench space. There is less danger of plants drying out in flats, or becoming root-bound, cultivation may be practiced, and, as a rule, plants do better in flats. Flats should not be over 3" deep, may be placed on racks, and are easily moved from place to place. Plant bands, either wood or paper, may be used successfully, but we recommend that these be placed in flats. The 3" band is most satisfactory.

Carnations will tolerate a wide range of soil structure and acidity. A medium light soil with a pH of between 6.0 and 7.0 is considered best, but it is better to have the soil slightly acid than on the alkaline side. In the case of small greenhouse ranges, the soil for benches may be composted, although this is not necessary, and in the case of a large range, may be impossible. Soil may be conditioned perfectly in the field.

Deep planting is always dangerous in flats, in the field or in benches. Make a hole large enough to accomodate the roots without rolling them up in a ball, press the soil firmly about the roots, and do not bury the stem any deeper than is necessary to hold the plant upright.

If bench soil has been properly prepared, no fertilizer should be required for two months or more after planting, and then only when soil tests indicate their need. About three months after benching, assuming that plants are growing properly, a balanced fertilizer may be added at the rate of three or four pounds per 100 square feet. We like VIGORO with its 4-12-4 formula, but different soils and different circumstances often call for a different formula. This balanced fertilizer

# **IMPORTANT NOTICE**

## **Transportation Crisis Imminent . . .**

We are advised from several authoritative sources that the serious freight car shortage will cause a transportation crisis this winter which will be worse than at any time during the war. Temporary embargoes will probably be declared. There simply aren't enough cars to haul the record-high production of crops and factory goods. We are informed that it will take two years to catch up and get adequate transportation. Strikes, or severe winter weather will further aggravate this situation.

The smaller, less-than-carload shippers will be effected most seriously, and such shippers will resort to express in lieu of freight, thereby placing an additional burden on the already overtaxed Railway Express Agency. Congestion is certain to result at times, with delays and possible embargoes.

## **Shipment of Cuttings Effected . . .**

The conditions described above might seriously interfere with the shipment of carnation plants. Similar conditions raised havoc with us during the winter of 1945. Rooted Cuttings must be shipped as soon as they are ready to be lifted from the propagating bench. They cannot be held or stored. The loss of even a week during the shipping season would delay every order during the entire season, and would disrupt our propagating schedule.

## **Air Transportation To Be Employed . . .**

We ask the consent of everyone placing an order with us to make shipments by AIR FREIGHT or AIR EXPRESS if ground express is not available, or if, in our judgement, the welfare of the plants would be jeopardized if shipped by ground express. PLEASE INDICATE YOUR CONSENT ON YOUR ORDER.

AIR FREIGHT costs about three and a half times as much as ground express, but is not available to all areas. AIR EXPRESS is more expensive, but is available almost everywhere. We would ship by AIR FREIGHT when possible. If you are located not too far from an airfield served by AIR FREIGHT, it is just about as rapid as AIR EXPRESS. The extra cost of transportation by air is an excellent investment when ground express is uncertain.



To THE SIM CARNATION CO., Inc.  
SAUGUS, MASSACHUSETTS

Date.....

SHIP TO .....  
.....

Street and Number .....

City and State .....

Express Address, if different .....

### The following order of Rooted Carnation Cuttings:

Payment Enclosed

[ ] C. O. D.

[ ] 30 Days

I authorize that the above order be shipped by air in the event that ground express is not available when cuttings are ready or if, in the opinion of the shipper, the welfare of the cuttings would be jeopardized if shipped by ground express.

Signed .....

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may be applied at monthly intervals during the growing season except during the dark winter months. Always remember that if your young plants are checked or not growing properly, fertilizer should not be applied unless a soil test indicates its need. Young plants in flats may be fertilized lightly at monthly intervals, the first feeding being given about the time the plant is first topped.

Carnations are a cool crop. Keep houses from 48 to 50 degrees at night. Fifty-two degrees is about the maximum for good growth. On bright, cool days, keep daytime temperatures as near 60 degrees as possible. On cloudy days, keep temperatures about 5 degrees lower. Of course when days are bright and warm, it is impossible to hold temperatures down to 60 degrees. Higher temperatures under such conditions are normal and perfectly safe, but plenty of ventilation should be given.

There are no hard and fast rules relative to topping. Ordinarily the plant is topped first when it has elongated sufficiently so that three or four joints can be left to send out branches. These branches are in turn topped so that three joints will be left. Topping ceases when the plant has reached sufficient size to insure adequate production, and is usually not done much after the first of August.

Shading carnation houses is not generally approved. It is true that there are many very hot days during the summer when some shade would be beneficial, but there are a great many more days when shade would be detrimental. Carnations like full sunlight, and plants that are properly grown do not require shading.

The majority of growers are of the opinion that field-grown plants give best results. In the Northeast, plants that will be benched by the third week of June may be safely carried inside, but from that date on, such a practice is very much of a gamble, particularly if the weather should be very hot. Plants are taken to the field in May as soon as the danger of killing frosts has passed.

Carnations do equally well on raised benches or ground beds, provided drainage is adequate in the ground beds. However, work is done easier and more economically on raised benches, and as the soil is warmer in raised benches, the crop is likely to be more abundant during the winter months than in the cooler soil of ground beds.

Spacing distances vary with different sections and different varieties. In the Northeastern area 7" x 7" or 7" x 8" are the average distances. If plants are small, they may be planted closer in the rows, but uniform distances should be maintained between rows. Benching should be completed in the Northeast by the end of July, but this date will vary in other areas. The sooner the plants are benched after the first of June, the earlier they become established, the better able they are to withstand the hot summer weather, and the more successful they are likely to be.

Watering is a very important function, and should not be left to ignorant, inexperienced employees, as is so often the case. It is inadvisable to water carnations overhead. The benefit derived from such a practice on a few very hot summer days is hardly worth the risk involved. Most disease is encouraged and spread by water. Sub-irrigation is sound practice, and is being employed more and more each year. Space does not permit our developing this important subject here. Carnations should not be grown in muddy soil. Soil should be thoroughly watered, and then allowed to dry out fairly well before watering again. Bench drainage is important. Dry spots must be picked out between waterings, and wet spots should be eliminated. Drips should be removed for they will destroy the plants.

Red spiders are the greatest insect enemy of carnations, and cause thousands of dollars of damage annually. They are best controlled with fumigants and sodium selenate. We consider Liquid Fulex to be the most practical, safest and effective of the fumigants. We do not recommend spraying. As soon as the young plants become well established, usually about four weeks after benching, sodium selenate may be applied either as a liquid, or in the dry form known as P-40. The application of the liquid form is complicated and must be done exactly right. The

use of P-40 is much easier and safer. This is applied at the rate of 3 to 4 pounds per 100 square feet, must be applied evenly over the entire soil surface, and should be scratched into the soil lightly. Keep it off of the plants. The plants gradually absorb this poison, and spiders are killed as they feed on the plants. The absorption of selenium depends upon the rate of moisture-absorption by the plant, so that absorption is more rapid during the summer than at other periods. From three to six weeks will be required for the plant to absorb enough selenium to kill spiders. This poison will continue effective for several months. Plants treated in July or August, may receive a second treatment in April. If plants have spiders when bunched, or before the selenium becomes operative, it is best to fumigate with Liquid Fulex. P-40 may be applied to young plants in flats after they have become well established, and this practice should almost entirely eliminate the red spider problem. Never apply sodium selenate to plants that are checked or not growing properly.

## Terms of Sale

**PRICES** in this list are for the trade only. Prices to private estates and others outside the trade will be 20% additional. All prices are F.O.B. Saugus, Mass.

**250 CUTTINGS OF ONE VARIETY** are billed at the 1000 rate. Fewer than 250 cuttings of one variety are billed at the 100 rate. No order will be accepted for fewer than 100 cuttings of any one variety.

**DISCOUNTS.** We allow a 5% discount for cash with the order, or a 2% discount for payment within 10 days of the date of shipment. No discount is allowed after 10 days, and all payments are due within 30 days of the date of shipment.

**CLAIMS.** We are not responsible for damage to stock in transit. If the shipment has been delayed with consequent damage to the plants, if the stock has been frozen, crushed, etc., do not reject the shipment, but accept it and get a "bad order" receipt from your expressman, then file a claim for damages with the carrier at once. On the other hand, if you think that the cuttings are inferior, are weak, poorly rooted, diseased, etc., advise us within 24 hours of the receipt of the shipment, and we will be glad to honor your claim. No claims will be entertained unless they are mailed to us within 24 hours after the shipment has been received.

**WARRANTY.** We give no warranty, expressed or implied, as to description, character or productiveness of any plants which we ship, and we will in no way be responsible for the growth of the plants or for the crop. If purchaser does not accept the goods on these terms, they must be returned at once.

**SHIPMENTS** will be made by Railway Express unless we are otherwise instructed. In most cases this is the most economical and satisfactory method of shipping. However, in the event of strikes, embargoes or other transportation tie-ups, we reserve the right to make shipment by Air Freight or Air Express if, in our judgement, the welfare of the plants would otherwise be jeopardized. Send both postal and express addresses if they are different.

**FOREIGN ORDERS** must be accompanied by cash, with allowance for carriage charges and differences of exchange. Foreign orders should be paid for with International Money Orders or drafts on a United States bank. If special permits are required, these should be secured and forwarded to us with the order.

**NOTICES** will be mailed to you upon receipt of your order. In most cases, we cannot promise specific delivery dates. Orders will be shipped in rotation as rapidly as possible. A NOTICE OF SHIPMENT will be mailed to you the day that your order is packed. In this way you can tell whether the shipment was delayed in transit. If it does not arrive within a reasonable length of time, advise us at once.

**IMPORTANT.** Address all communications, send orders and make checks payable to the SIM CARNATION CO., INC., Saugus, Mass.